

GOVERNMENT OF TELANGANA
ABSTRACT

Agriculture and Cooperation Department – Rythu Mitra Communication System – Permission to M/s Candy Communications to establish the Rythu Mitra Communication System i.e. to install, maintain and operate the system equipment in Agricultural Market Committees in the State - Orders- Issued.

AGRICULTURE AND CO-OPERATION (MKTG.II) DEPARTMENT

G.O.Rt.No. 456

Dated: 28-10-2019

Read:-

From the Dir.of A.M.Lr.No.Projects/3269/2017, Dt.05.09.2019.

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ORDER:-

In the letter read above, the Director of Agricultural Marketing, Hyderabad has stated that M/s Candy Communications has submitted a detailed project report on “Raithumitra Communications System”. It is a centralized communication system that connects all the Agricultural Market Committees together and airs programs to motivate educate, alert and guide the farmer on daily basis on trending agricultural issues and techniques in farming and market price updates and a specific communication system can also be delivered at a time. The said “Raithumitra Communication System” has been developed by candy communication and they are the whole authority for planning, implementation, production, execution and running agents of the project. It is also found the private party’s motive behind the initiation is that the social responsibility to safeguard the farmer by integrating with information and communication technology as a tool and there is no financial burden/ investment/ financial payments/ benefits on the Agricultural Marketing Department. The AMC is only a space provider and in turn the Government will be benefited through communication all the policies, schemes of the Government directly to the farmer and this project is recommended for the benefit of the farmers and requested the Government to issue orders in the matter.

2. Government after careful examination of the matter, hereby accord permission to the Director of Agricultural Marketing, Hyderabad to permit M/s Candy Communications, to establish Rythu Mitra Communication System i.e. to install, maintain and operate the system equipment in Agricultural Market Committees as per Project Report submitted duly entering into the agreement for the period of (10) ten years with the above agency after examination of the conditions to be incorporate in the agreement in consonance with the DPR in consultation with Standing Counsel and issue necessary directions to the concerned Agricultural Market Committees to provide space to M/s. Candy Communications i.e., Rythu Mitra Communication System.

3. The Director of Agricultural Marketing, TS, Hyderabad shall take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANAGANA)

C.PARTHA SARATHI,
APC& PRINCIPAL SECRETARY TO GOVERNMENT.

To

The Director of Agricultural Marketing, Telangana State, Hyderabad.

Copy to:

P.S. to APC & Prl. Secretary to Government, A&C Department.

The OSD to Minister (Marketing).

SF/SCs.

// FORWARDED:: BY ORDER//

SECTION OFFICER